

selecting a cablecast signal for reception based on said step of detecting, said cablecast signal being transmitted from a second remote station; and
receiving said cablecast signal based on said step of selecting.

4. A method of controlling a receiver station including the steps of:
detecting one of a presence and an absence of a cablecast signal transmitted from a first remote station;

selecting a broadcast signal for reception based on said step of detecting, said broadcast signal being transmitted from a second remote station; and
receiving said broadcast signal based on said step of selecting.

5. The method of claim 3, further comprising the steps of:
controlling a switch to select a cablecast signal input; and
communicating a signal from said selected cablecast signal input to a receiver.

6. The method of claim 4, further comprising the steps of:
controlling a switch to select a broadcast signal input; and
communicating a signal from said selected broadcast signal input to a receiver.

7. The method of claim 3 or claim 4, further having one step from the group consisting of:

programming a processor to control a switch to select one of a broadcast and a cablecast input;

programming said receiver station with a plurality of transmission standards for receiving signals from at least one remote source;

programming a processor to one of assemble, identify, and respond to digital signals detected in one of a broadcast and a cablecast transmission;

programming a processor to communicate control signals to at least one controllable device;

programming a processor to respond to an instruct-to-react signal; and

programming said receiver station to communicate with a third remote station via telecommunications network.

8. The method of claim 3 or claim 4, wherein a processor processes one of a code and datum designating one of a television channel and a television program, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver to receive said one of a television channel and a television program designated by said one of a code and datum;

controlling a selective transfer device to input to a control signal detector at least a portion of said one of a television channel and a television program designated by said one of a code and datum;

controlling a control signal detector to search for at least one control signal in said one of a television channel and a television program designated by said one of a code and datum;

controlling a selective transfer to input to a computer control signals detected in said one of a television channel and a television program designated by said one of a code and datum;

controlling a computer to respond to at least one control signal in said one of a television channel and a television program designated by said one of a code and datum;

controlling a television monitor to display one of video and audio contained in said one of a television channel and a television program designated by said one of a code and datum;

controlling a video recorder to one of record and play one of video and audio contained in said one of a television channel and a television program designated by said one of a code and datum; and

controlling a selective transfer device to communicate to one of a video recorder and a television monitor said one of a television channel and a television program designated by said one of a code and datum.

9. The method of claim 3 or claim 4, wherein a processor processes one of a code and datum designating at least one specific channel of one of a multichannel cable signal and a broadcast signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive said at least one specific channel designated by said one of a code and datum;

controlling a selective transfer device to input to a control signal detector at least a portion of said at least one specific channel designated by said one of a code and datum;

controlling a control signal detector to search for at least one control signal in said at least one specific channel designated by said one of a code and datum;

controlling a selective transfer to input to a computer at least one control signal detected in said at least one specific channel designated by said one of a code and datum;

controlling a computer to respond to at least one control signal detected in said at least one specific channel designated by said one of a code and datum;

controlling a television monitor to display one of video and audio contained in said at least one specific channel designated by said one of a code and datum;

controlling a video recorder to one of record and play one of video and audio contained in said at least one specific channel designated by said one of a code and datum; and

controlling a selective transfer device to communicate to one of a storage device and an output device said at least one specific channel designated by said one of a code and datum.

10. The method of claim 3, further comprising one step of the group consisting of:

inputting an instruct-to-contact signal to a processor based on said step of receiving said cablecast signal;

inputting an instruct-to-select signal to a computer based on said step of receiving said cablecast signal;

inputting an instruct-to-generate signal to a computer based on said step of receiving said cablecast signal;

inputting an instruct-to-coordinate signal to a computer based on said step of receiving said cablecast signal;

inputting an instruct-to-overlay signal to a computer based on said step of receiving said cablecast signal;

inputting an instruct-to-transmit signal to a computer based on said step of receiving said cablecast signal;

inputting to a computer a signal containing a message assembled in a network based on said step of receiving said cablecast signal; and

inputting to a computer executable code assembled in a network based on said step of receiving said cablecast signal.

11. The method of claim 4, further comprising one step of the group consisting of:

inputting an instruct-to-contact signal to a processor based on said step of receiving said broadcast signal;

inputting an instruct-to-select signal to a computer based on said step of receiving said broadcast signal;

inputting an instruct-to-generate signal to a computer based on said step of receiving said broadcast signal;

inputting an instruct-to-coordinate signal to a computer based on said step of receiving said broadcast signal;

inputting an instruct-to-overlay signal to a computer based on said step of receiving said broadcast signal;

inputting an instruct-to-transmit signal to a computer based on said step of receiving said broadcast signal;

inputting to a computer a signal containing a message assembled in a network based on said step of receiving said broadcast signal; and

inputting to a computer executable code assembled in a network based on said step of receiving said broadcast signal.

12. The method of claim 3 or claim 4, wherein an instruct-to-react signal is one of communicated to and responded to by a computer, said method further comprising the steps of:

inputting at least a portion of one of said broadcast signal and said cablecast signal to a control signal detector to detect at least one control signal; and

outputting said at least one control signal to said computer.

13. (Amended) The method of claim 3, wherein said received cablecast signal is one of received in information communicated via a telecommunications network and in consequence of information communicated via [said] a telecommunications network, said method further comprising the step of communicating to a remote station one of a code and datum designating one of information contained in said received cablecast signal and information to be delivered in said received cablecast signal.

14. A method of controlling at least one of a plurality of receiver stations each including a receiver, a signal detector, a processor, each of said plurality of receiver stations adapted to detect at least one control signal and programmed to process downloadable executable code, said method of controlling comprising the steps of:

receiving at a transmitter station a portion of said downloadable executable code which is effective at a receiver station to perform one of the group consisting of:

(a) selecting and receiving a cablecast signal based on one of a presence and absence of a broadcast signal; and

(b) selecting and receiving a broadcast signal based on one of a presence and absence of a cablecast signal;

transferring said downloadable executable code to a transmitter;

receiving said at least one control signal at said transmitter station, wherein said at least one control signal operates to execute said downloadable executable code; and

transferring said at least one control signal to said transmitter, and transmitting an information transmission comprising said downloadable executable code and said at least one control signal.

15. The method of claim 14, wherein one of said downloadable executable code and a portion of identification data with respect to said downloadable executable code are embedded in a television signal.

16. (Amended) The method of claim 14, wherein a television program is displayed at a receiver station of said plurality of receiver stations and said downloadable executable code programs one of said receiver station processor and a computer to one of output [one of] video, [audio, and text] in the context of a television program, to process a subscriber reaction to said television program, and to select information supplementing said television program.

17. The method of claim 14, wherein said at least one control signal incorporates said portion of said downloadable executable code.

18. A method of controlling a network, said network having a remote intermediate transmitter station and a receiver station, said remote intermediate transmitter station including one of a broadcast and a cablecast transmitter, a plurality of selective transfer devices each

operatively connected to said one of a broadcast and a cablecast transmitter, a receiver for receiving at least one instruct signal from an origination transmitter, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, said remote intermediate transmitter station being adapted to detect at least one control signal, to control communication of said at least one instruct signal in response to said at least one control signal, and to deliver at said one of a broadcast and a cablecast transmitter said at least one instruct signal, said method comprising the steps of:

receiving said at least one instruct signal to be transmitted by said remote intermediate transmitter station and delivering said at least one instruct signal to said origination transmitter, said at least one instruct signal being effective at said receiver station to perform one of the group consisting of:

(a) selecting and receiving a cablecast signal based on one of a presence and absence of a broadcast signal; and

(b) selecting and receiving a broadcast signal based on one of a presence and absence of a cablecast signal;

receiving said at least one control signal which at said remote intermediate transmitter station operates to control communication of said at least one instruct signal; and

transmitting said at least one control signal from said origination transmitter before a specific time.

19. The method of claim 18, further comprising the step of embedding a specific one of said at least one control signal in one of said at least one instruct signal and in an information transmission containing said at least one instruct signal before transmitting at least a portion of said at least one instruct signal to said remote intermediate transmitter station.

20. The method of claim 18, wherein said specific time is a scheduled time of transmitting one of said at least one instruct signal and information associated with said at least one instruct signal from said remote intermediate transmitter station.

21. (Amended) A method of controlling at least one receiver station, said at least one receiver station in a network having a plurality of receiver stations, said at least one receiver station including one of a broadcast and a cablecast signal receiver, at least one processor, a signal detector, said signal detector adapted to receive signals from said one of a broadcast and a cablecast signal receiver, and said processor programmed to respond to signals from said detector, said method comprising the steps of:

receiving at one of a broadcast and a cablecast transmitter station an instruct signal which is effective at said at least one receiver station to perform one of the group consisting of:

- (a) selecting and receiving a cablecast signal based on one of a presence and absence of a broadcast signal; and
- (b) selecting and receiving a broadcast signal based on one of a presence and absence of a cablecast signal;

transferring said instruct signal [from said one of a broadcast and a cablecast transmitter station] to a transmitter;

receiving at least one control signal at said one of a broadcast and a cablecast transmitter station, said at least one control signal designating said at least one receiver station of said plurality of receiver stations in which said instruct signal is addressed; and

transferring said at least one control signal [from said one of a broadcast and a cablecast transmitter station] to said transmitter, said one of a broadcast and a cablecast transmitter station one of broadcasting and cablecasting said instruct signal and said at least one control signal to said plurality of receiver stations.

22. The method of claim 21, wherein one of said instruct signal and said at least one control signal is embedded in a non-visible portion of one of a television signal, a multichannel broadcast signal, and a cablecast signal that contains video.

23. The method of claim 21, wherein said at least one control signal identifies two of said plurality of receiver stations asynchronously and each of said two receiver stations receive and respond to said instruct signal asynchronously.

24. The method of claim 21, wherein a switch communicates said signals selectively from said one of a broadcast and a cablecast signal receiver and one of a memory and recorder to said transmitter, said method further comprising one from the group consisting of:

detecting a signal of said signals which is effective at the transmitter station to instruct communication;

determining a specific signal source from which to communicate a signal of said signals to said transmitter;

controlling said switch to communicate a first signal of said signals to said transmitter in response to a second signal of said signals which is effective at the transmitter station to instruct communication;

controlling said switch to communicate a signal of said signals from a selected signal source; and

controlling said switch to communicate to said one of a memory and recorder a signal of said signals which is effective at the receiver station to instruct.

25. The method of claim 21, wherein a controller controls a switch to communicate to said transmitter a selected signal of said signals, further comprising one from the group consisting of:

detecting a signal of said signals which is effective at the transmitter station to instruct transmission;

inputting to said controller a signal of said signals which is effective to control said switch;

controlling said switch to communicate at least one signal of said signals according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate a signal of said signals to a selected one of a plurality of transmitters.

26. The method of claim 21, further comprising one from the group consisting of:
transmitting to said at least one receiver station data one of that designate one of a time and a channel of transmission of said instruct signal and that specify one of title of and subject matter contained in one of mass medium programming and data associated with said instruct signal; and

transmitting to said at least one receiver station said at least one control signal to cause said at least one receiver station to tune to one of a broadcast and cablecast transmission containing said instruct signal.

27. The method of claim 21, wherein said at least one control signal further comprise downloadable executable code targeted to said processor of said at least one of said plurality of receiver stations, said downloadable executable code programming one of a way and method in which said processor responds to said instruct signal.

28. The method of claim 21, wherein said at least one receiver station is one of adapted to detect said at least one control signal and programmed to respond to said instruct

signal based on a signal location in an information transmission, said method further comprising the step of causing at least a portion of one of said at least one control signal and said instruct signal to be transmitted in said signal location.